



Yoga Bloom Teacher Training Marketing

Thank you so much for hosting Cora at your studio! She is so excited to share her personal blend of funky and accessible yoga with your community.

We're sure you're already bursting with great ideas for getting the word out. Just in case you could use some inspiration, though, we wanted to share with you some possible marketing ideas that have worked well for Cora and other studios that have hosted her.

What You Can Do:

- *Schedule several emails to your listserv.*
 - If you have an early bird pricing option:
 - Schedule your first email at least 8 weeks before the deadline. This first email often works best as a stand-alone (vs. being incorporated into a newsletter).
 - Add a reminder to your next newsletter or 2 (assuming you're on a biweekly or monthly newsletter schedule)
 - Send a standalone reminder 1 week before the deadline to remind those folks who are waiting until the last minute to sign up.
 - After the early bird pricing option has passed:
 - Continue including reminders in your regularly scheduled newsletters.
 - Send a standalone reminder 1 week before the final registration deadline (-or- if the workshop is going to sell out before that, send the standalone notice when you are getting close to capacity, and be sure to let people know that they need to get on it quickly if they want a place in the workshop).
- *Share via social media:* many studios find it helpful to create a calendar of when to update social media to make sure it stays on their radar in a consistent way. This can be added to your to-do list or however you keep track of your studio tasks. If you would find this helpful, we encourage you to give it a try.
 - Facebook
 - Create a FB event through your studio page. Invite the people who "like" your FB page as well as anyone you know personally. Encourage your teachers and students to share the word, too.
 - Share status updates about the event on your personal page as well as your studio page.
 - Sample updates (add your personal touch to these, and create more of your own!)
 - Want to take your teaching to the next level? Join Cora Wen's Yoga Bloom Teacher Training -- she'll be here on (x date)! (Include link to event page here.)
 - Cora Wen will be here on (x date)! You will NOT want to miss her -- her sequences will make you work in surprising and accessible

- ways, and her warm personality just glows. (Include link to event page here.)
- Early bird registration for the yoga teacher training with Cora Wen ends on (x date)! Get on it; it's sure to fill quickly! (Include link to event page here.)
- Oh my goodness: we're so excited about our students' enthusiasm for Cora Wen's teacher training! It's going to be incredible -- be sure to sign up by (x date) to get in on the early bird pricing! (Include link to event page here.)
- Have you signed up for Cora Wen's teacher training yet? You won't want to miss learning from this teacher's teacher. (Include link to event page here.)
- Cora Wen will be here s-o-o-n! Waited until the last minute to register? No worries; you can still get in on it, but not for long! Register now! (Include link to event page here.)
- Twitter: sample tweets (add your personal touch to these, and add more of your own!)
 - Want to do a 300hr YTT? @CoraYoga is bringing her unique training here! Learn more & sign up: (Include link to event page here)
 - We're so excited to host @CoraYoga on (x date)! Learn more & sign up here: (Include link to event page here.)
 - @CoraYoga is coming! @CoraYoga is coming! Don't miss it: (x dates). (Include link to event page here.)
 - Early bird registration for the YTT with @CoraYoga ends on (x date). Sign up now; you won't want to miss it! (Include link to event page here.)
 - Will you be at @CoraYoga's YTT on (x date)? We will, and we want to see your smiling face! (Include link to event page here.)
 - Ohh...@CoraYoga will be here on (x date). This YTT is about to fill, so don't forget to sign up ASAP! (Include link to event page here.)

- *Share locally*
 - Start at home: share with your students!
 - Create a flyer to give to your students and to share with others in your community. Bulletin board posting, anyone?
 - Create a contest to get people excited: whoever gets a friend to attend with them gets 10% off their purchase, whoever correctly guesses how many students attended the studio last year gets 25% off their purchase, etc. Get creative -- do something that will involve your students more deeply in your studio as well as spread the word/build attendance for Cora's event.
 - Many cities have places where local events can be shared. While these differ from town to town, some possible places to post include:
 - Local newspaper
 - Event websites (e.g. where news about workshops, concerts, plays, sporting events, etc. are listed)
 - Public library
 - Community yoga organizations (e.g. a local yoga society)
 - Connect with other local studios. Depending on the connections between studios in your town, consider reaching out to other studios to ask them to spread the word. If working with studios directly is a challenge, consider other possibilities:
 - Send a personal email to teachers you know, inviting them to attend and spread the word to their students. A warm note with a personal touch often goes a long way.
 - Post the FB event on the pages of friends/students/teachers who might be interested.
- *Share regionally*
 - Is there an organization in your region that shares yoga events? Be sure to post the good word there!
- *Share on yoga search pages*
 - There are now an abundance of sites to connect with students from all over the world. If you don't already have a profile on these sites, consider making one and adding Cora's event.
 - [I ♥ My Yogi](#)
 - [YogaFinder](#)
 - [My Yoga Avenue](#)
 - [Yoga Yellow Pages](#)

What Cora Will Do

While marketing is one of the primary responsibilities of the host studio, Cora will certainly do her part to spread the word! Included in your contract with Cora is the following:

- Mention in Cora's monthly newsletters preceding the event (list of over 3500 people).
- Regular FB status updates on Cora's FB page (over 4000 "likes").
- Regular tweets (over 5500 followers).
- Event listings on the above yoga search pages via Cora's accounts.
- Mention at other workshops she hosts prior to coming to your studio. If you create a flyer for this event, you may mail some to Cora, and she will have them on hand at her workshops and events.

Questions/Assistance

Got questions about any of this? Email Cora's Yogi Extraordinaire, Anna, for more info:

anna@corawen.com.

Need assistance with your marketing? Anna is available to help (please contact her as soon as possible after scheduling workshop with Cora):

- \$30 will get you a calendar of customized FB updates and tweets that you can share
- \$60 will get you the above plus three newsletter blurbs that you can share
- \$85 will get you all of the above plus listings on the yoga search pages above -- includes creating accounts and adding listings.
- If you have other marketing needs, please contact Anna for more information and a quote.